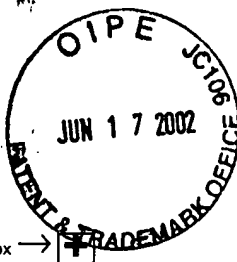


BAKER BOTTS LLP

Please type a plus sign (+) inside this box →



AF/2837

**TRANSMITTAL
FORM**

(to be used for all correspondence after initial filing)

Application Number	09/393,473
Filing Date	Sept. 10, 1999
First Named Inventor	Wayne Cohen
Group Art Unit	2837
Examiner Name	S. Hsieh
Attorney Docket Number	A32636-072708.0116

Total Number of Pages in This Submission

ENCLOSURES (check all that apply)

<input checked="" type="checkbox"/> Fee Transmittal Form <input type="checkbox"/> Fee Attached <input type="checkbox"/> Amendment / Reply <input type="checkbox"/> After Final <input type="checkbox"/> Affidavits/declaration(s) <input type="checkbox"/> Extension of Time Request <input type="checkbox"/> Express Abandonment Request <input type="checkbox"/> Information Disclosure Statement <input type="checkbox"/> Certified Copy of Priority Document(s) <input type="checkbox"/> Response to Missing Parts/ Incomplete Application <input type="checkbox"/> Response to Missing Parts under 37 CFR 1.52 or 1.53	<input type="checkbox"/> Assignment Papers (for an Application) <input type="checkbox"/> Drawing(s) <input type="checkbox"/> Licensing-related Papers <input type="checkbox"/> Petition <input type="checkbox"/> Petition to Convert to a Provisional Application <input type="checkbox"/> Power of Attorney, Revocation Change of Correspondence Address <input type="checkbox"/> Terminal Disclaimer <input type="checkbox"/> Request for Refund <input type="checkbox"/> CD, Number of CD(s) _____	<input type="checkbox"/> After Allowance Communication to Group <input type="checkbox"/> Appeal Communication to Board of Appeals and Interferences <input checked="" type="checkbox"/> Appeal Communication to Group (Appeal Notice, Brief, Reply Brief) <input type="checkbox"/> Proprietary Information <input type="checkbox"/> Status Letter <input type="checkbox"/> Other Enclosure(s) (Please identify below):
Remarks <input checked="" type="checkbox"/> No fee is due with this Brief On Appeal; an Appeal fee was previously paid on August 8, 2001 with the first Brief on Appeal.		

SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT

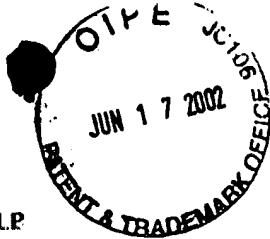
Firm or Individual name	BakerBotts LLP 30 Rockefeller Plaza New York, NY 10112
Signature	 Att Name: James J. Maune PTO Reg: 26,946
Date	June 12, 2002

CERTIFICATE OF MAILING

I hereby certify that this correspondence is being deposited with the United States Postal Service with sufficient postage as first class mail in an envelope addressed to: Commissioner for Patents, Washington, DC 20231 on this date: June 12, 2002

Typed or printed name	James J. Maune
Signature	
Date	June 12, 2002

BAKER BOTTS LLP



FEE TRANSMITTAL for FY 2002

Patent fees are subject to annual revision.

TOTAL AMOUNT OF PAYMENT

(\$ 0

Complete if Known

Application Number	09/393,473
Filing Date	Sept. 10, 1999
First Named Inventor	Wayne Cohen
Examiner Name	S. Hsieh
Group Art Unit	2837
Attorney Docket No.	A32636-072708.0116

METHOD OF PAYMENT

1. ☐ The Commissioner is hereby authorized to charge indicated fees and credit any overpayments to:

Deposit
Account
Number

02-4377

Deposit
Account
Name

Baker Botts LLP

- ☒ Charge Any Additional Fee Required
Under 37 CFR 1.16 and 1.17

- ☐ Applicant claims small entity status.
See 37 CFR 1.27

2. ☐ Payment Enclosed:

☐ Check ☐ Credit card ☐ Money
Order ☐ Other

FEE CALCULATION

1. BASIC FILING FEE

Large Entity Small Entity

Fee (\$)	Fee (\$)	Fee Description	Fee Paid
740	370	Utility filing fee	
330	165	Design filing fee	
510	255	Plant filing fee	
740	370	Reissue filing fee	
160	80	Provisional filing fee	

SUBTOTAL (1) (\$ 0

2. EXTRA CLAIM FEES

Total Claims	Extra Claims	Fee from below	Fee Paid	
20**	= 0	X	= 0	
Independent Claims	3**	= 0	X	= 0
Multiple Dependent				

Large Entity Small Entity

Fee (\$)	Fee (\$)	Fee Description
18	9	Claims in excess of 20
84	42	Independent claims in excess of 3
280	140	Multiple dependent claim, if not paid
84	42	** Reissue independent claims over original patent
18	9	** Reissue claims in excess of 20 and over original patent

SUBTOTAL (2) (\$ 0

**or number previously paid, if greater; For Reissues, see above

FEE CALCULATION (continued)

3. ADDITIONAL FEES

Large Entity Fee (\$)	Small Entity Fee (\$)	Fee Description	Fee Paid
130	65	Surcharge - late filing fee or oath	
50	25	Surcharge - late provisional filing fee or cover sheet	
130	130	Non-English specification	
2,520	2,520	For filing a request for <i>ex parte</i> reexamination	
920*	920*	Requesting publication of SIR prior to Examiner action	
1,840*	1,840*	Requesting publication of SIR after Examiner action	
110	55	Extension for reply within first month	
400	200	Extension for reply within second month	
920	460	Extension for reply within third month	
1,440	720	Extension for reply within fourth month	
1,960	980	Extension for reply within fifth month	
320	160	Notice of Appeal	
320	160	Filing a brief in support of an appeal	
280	140	Request for oral hearing	
1,510	1,510	Petition to institute a public use proceeding	
110	55	Petition to revive - unavoidable	
1,280	640	Petition to revive - unintentional	
1,280	640	Utility issue fee (or reissue)	
460	230	Design issue fee	
620	310	Plant issue fee	
130	130	Petitions to the Commissioner	
50	50	Processing fee under 37 CFR 1.17(q)	
180	180	Submission of Information Disclosure Stmt	
40	40	Recording each patent assignment per property (times number of properties)	
740	370	Filing a submission after final rejection (37 CFR § 1.129(a))	
740	370	For each additional invention to be examined (37 CFR § 1.129(b))	
740	370	Request for Continued Examination (RCE)	
900	900	Request for expedited examination of a design application	

Other fee (specify)

*Reduced by Basic Filing Fee Paid

SUBTOTAL (3) (\$ 0

SUBMITTED BY

Name (Print/Type) James J. Maune

Registration No. 26,946
(Attorney/Agent)

Complete (if applicable)

Telephone (212) 408-2566

Signature

Date June 12, 2002

WARNING: Information on this form may become public. Credit card information should not be included on this form. Provide credit card information and authorization on PTO-2038.



#18/Brief
on
appeal
OK on
6/24/02

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE BOARD OF PATENT APPEALS AND INTERFERENCES

Applicant:	Cohen, Wayne)	
Serial No.:	09/393,473)	
Filed:	September 10, 1999)	On Appeal to the
For:	MARACA WITH FLEXIBLE HANDLE)	Board of Appeals
)	
)	Group Art Unit: 2837
)	Examiner Hsieh

BRIEF ON APPEAL

June 12, 2002
New York, New York

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TABLE OF AUTHORITIES

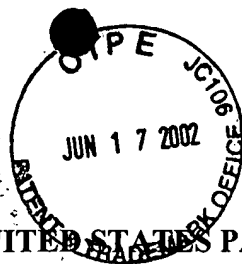
STATUTES

35 U.S.C. §103(a) 3, 7

CASES

Graham v. John Deere, 383 U.S. 1, 148 U.S.P.Q. 459 (1966)..... 8

Stratoflex, Inc. v. Aeroquip Corp., 713 F.2d 1530, 1538, 218 U.S.P.Q. 871, 879 (Fed. Cir. 1983)
..... 8



A32636 - 072708.0116

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE BOARD OF PATENT APPEALS AND INTERFERENCES**

Applicant:	Cohen, Wayne)	
)	
Serial No.:	09/393,473)	On Appeal to the
)	Board of Appeals
Filed:	September 10, 1999)	
)	Group Art Unit: 2837
For:	MARACA WITH FLEXIBLE HANDLE)	
)	

BRIEF ON APPEAL

I. REAL PARTY IN INTEREST

This application is owned by the inventor Wayne Cohen, who is the real party in interest.

II. RELATED APPEALS AND INTERFERENCES

There are no related appeals or interferences.

III. STATUS OF CLAIMS

Appellant has appealed the Final Rejection of Claims 13 and 14, constituting all pending claims, as set forth in The Office Action of January 7, 2002. No claims are allowed. Claim 13 and 14 are set forth in the Appendix A to this Brief.

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IV. STATUS OF AMENDMENTS

There are no amendments filed subsequent to the Examiner's Final Rejection.

V. SUMMARY OF THE INVENTION

Applicant's invention is a key chain ornament formed as a miniature maraca. The ornament includes a hollow shell with pellets for producing a maraca sound. A handle is joined to the shell and is fabricated of flexible material permitting resilient bending of the handle. The overall length of the ornament corresponds approximately to the width of a person's hand. A bore is provided for attachment to a key chain.

The invention is an improvement over the maraca structure described in Kralik et al., Patent No. 5,808,215, of which Wayne Cohen, the inventor herein, is co-inventor and owner. In particular, a small version of the maraca of the '215 patent was fashioned, including a bore in the handle for use as a key chain ornament. As initially fabricated, the rigid handle of the maraca of the '215 Patent had a tendency to break. According to the invention, the handle is modified by fabrication from flexible material, which avoids the breakage problem.

VI. THE ISSUES ON APPEAL

The issues on this appeal is whether there is a suggestion in the prior art to modify the maraca of the Kralik et al. patent to form a key chain ornament with a handle having a bore therein for attachment to a key chain, the handle being made of flexible material which permits resilient bending of the handle as specified in claims 13 and 14.

VII. GROUPING OF THE CLAIMS

Claims 13 and 14 stand or fall together.

VIII. THE EXAMINER'S RATIONALE

The Examiner's rationale for rejecting claims 13 and 14 under 35 U.S.C. §103(a) as unpatentable over U.S. Patent No. 5,808,215 to Kralik et al. in view of U.S. Patent No. 5,659,143 to Isackson and U.S. Patent No. 2,364,581 to Zadek was stated as follows in his final rejection:

Kralik et al. disclose [sic] a maraca as stated in the office action of 7/19/2000. The difference between Kralik et al.'s maraca and claims 13 and 14 is that the claims recite using the maraca as an ornament for a key chain, said handle is fabricated of flexible material permitting resilient bending of said handle, said ornament having the overall shape of a miniature maraca having an overall length corresponding to the approximate width of a person's hand, and a bore sized for receiving a key ring or key chain member and is formed in the distal end of the handle of the maraca.

Isackson teaches using the maraca as an ornament for a key chain, and a bore is formed in the distal end of the handle of the maraca for receiving a key chain (col. 3, last line, and col. 4, lines 1-4), and "carried in a pocket or a purse" obviously means the size of said ornament having an overall length corresponding to the approximate width of a person's hand). Zadek teaches a rattle handle (18) made of flexible material (col. 2, line 10, and a flexible material is obviously permitting resilient bending of said handle). It would have been obvious to a person having ordinary skill in the art to modify Kralik et al.'s ornament as taught by Isackson and Zadek to include the maraca as an ornament for a key chain with a handle fabricated of flexible material, and a bore is formed in the distal end of the handle of the maraca for the purpose of receiving a key chain.

IX. ARGUMENT

A. Introduction

In this rejection the Examiner incorrectly states the difference between the Kralik et al., Isackson and Zadek references and the article claimed in claims 13 and 14.

Claim 13 is directed to an ornament for a key chain or key ring having the following specified characteristics:

- (a) a hollow shell with pellets therein joined to
- (b) an elongated handle, wherein
- (c) the handle is fabricated of flexible material permitting resilient bending of the handle;
- (d) an overall shape of a miniature maraca;
- (e) an overall length corresponding to the approximate width of a person's hand; and
- (f) a bore sized for receiving a key ring or a key chain member.

Claim 14 has a further limitation that the bore is formed in a distal end of the handle.

The overall result of this combination is a unique, practical, and attractive article. The present invention is fashioned from a miniaturized version of a shaker according to Kralik et al., and it represents an improvement thereof. A major hurdle in developing was only recognized when the inventor first attempted to make a key chain ornament in the shape of the Kralik

maraca. As pointed out in paragraph 6 of a Declaration under 37 C.F.R. §1.132 of Wayne Cohen (the "Cohen Declaration"), a copy of which is submitted herewith as Appendix B, following the teachings of Kralik Patent '215, the resulting ornament was easily broken. Rather than attempting to strengthen the handle at its weak point, the inventor took a different approach and made the handle resilient.

B. Cited Prior Art Does not Disclose or Suggest an Ornament Having the Characteristics Specified in Claims 13 and 14

The claims clearly specify that the handle of the claimed article is "fabricated of flexible material **permitting resilient bending of said handle.**" This feature of the invention is intended to avoid the breakage problem the inventor recognized and solved. See, e.g., Specification, page 2, lines 3-10; page 4, line 20 to page 5, line 4.

Nothing in the Kralik patent suggests this feature, as the Examiner acknowledged in the Office Action. The Examiner, however, further pointed out therein that "Isackson teaches using the maraca as an ornament for a key chain, and a bore is formed in the distal end of the handle of the maraca for receiving a key chain (col. 3, last line, and col. 4, lines 1-4)." Applicant recognizes that the Kralik et al. patent, which is owned by Applicant, a co-inventor thereof, discloses a maraca having features (a) and (b) above. Applicant also acknowledges that the Isackson patent suggests providing a bore in an article to accommodate a lanyard or key chain. While the Isackson patent suggests that the Shaker Instrument therein described can be attached to a key chain, that shaker is very different from the claimed ornament in that (1) it has no handle

and (2) it does not have the overall shape of a miniature maraca. The examiner's assertion that "Isackson teaches using a maraca as an ornament" is factually wrong. Isackson teaches using his shaker instrument as an ornament, which suggests no more than using small sounding devices, such as round (jingle) bells, as ornaments. The Examiner is also factually wrong in asserting that "carried in a purse or pocket" implies the width specified in Claim 13. A dime can be carried in a person's pocket. Therefore, the Isackson reference neither discloses nor suggests modifying the Kralik maraca for use as an ornament having the characteristics specified in Claim 13.

Even assuming that Isackson suggests using the Kralik et al. maraca as a key chain ornament, the result would be a maraca with a rigid handle, which is subject to the problem solved by the claimed invention, as described above.

The Examiner further stated that *Zadek* taught "a rattle handle (18) made of flexible material" and that the flexible material "obviously" permits resilient bending of the handle. For the reasons provided below, it is respectfully asserted that *Zadek* does not disclose or suggest a handle fabricated of flexible material permitting resilient bending of the handle, as explicitly recited in independent claim 13 and claim 14, which depends therefrom.

The *Zadek* patent is directed to a nursery toy in the form of a rattle which is made of a dried gourd in combination with a handle. *Zadek's* object was to devise a handle that could be permanently anchored in the thin, brittle sheet of the dried gourd. See *Zadek*, column 1, lns. 15-19. While the *Zadek* patent discloses that the handle can be a rod of either rigid or flexible material, it does not disclose or suggest that the flexible material permits resilient bending of the

handle, as explicitly recited in independent claim 13. The handle of a child's rattle can clearly be flexible without being resilient. Flexibility permits the rattle to flop back and forth. Resilience is not required.

The ornament of the present invention incorporates a handle fabricated of flexible material that permits resilient bending of the handle, so that it returns to its original shape and appearance when removed from a pocket or purse. As defined by the American Heritage Dictionary, 1051-52 (2d College ed. 1991), resilience is a "property of a material that enables it to resume its original shape or position after being bent, stretched, or compressed." *Id.* Therefore, the handle made of flexible material which permits resilient bending of the handle is capable of recovering its size and shape after being bent. This feature is neither disclosed nor suggested in *Zadek*.

Moreover, the *Zadek* reference gives no further guidance regarding the rod made of flexible material. Indeed, *Zadek* points out that because of "more urgent demands being made on plastics and rubber, it is not permitted to utilize these materials in the construction of rattles." *Zadek*, column 1, lns. 7-10. It also points out that the handle is anchored in the socket 13 by placing an adhesive in the enlarged portion of the bore 16, which adhesive firmly attaches the handle in position with its inner end tightly pressed against the inside of the shell. *See Zadek*, column 2, lns. 16-21. This appears to relate only to a rigid or semi-rigid handle since it would be impossible to "tightly press" a flexible rod against the inside of the shell.

Moreover, paragraph 6 of the Cohen Declaration sets forth facts concerning the making of the invention. The inventor, who is also the inventor and owner of the Kralik et al. patent, did not recognize that it would be obvious or advantageous to modify the Kralik structure of Figure 4 to make a key chain ornament with a handle made of flexible material which permits resilient bending of the handle to avoid breakage, at the time the Kralik et al invention was made. Accordingly, not even the inventor of the Kralik patent recognized or knew the problem associated with adapting the Kralik Figure 4 device to a key chain ornament, and the solution involving a flexible material which permits resilient bending of the handle. Therefore, it would not be obvious to modify the Kralik et al. reference to provide a key chain ornament which overcomes the problems associated therewith.

C. Secondary Considerations

The Cohen Declaration and Exhibits further demonstrate the commercial success achieved by his company, Bongo Logic, in marketing the invention claimed.

As stated by the Supreme Court and the Federal Circuit, such objective evidence of unobviousness, rising out of the so-called "secondary considerations," must be considered. *Graham v. John Deere*, 383 U.S. 1, 148 U.S.P.Q. 459 (1966), *Stratoflex, Inc. v. Aeroquip Corp.*, 713 F.2d 1530, 1538, 218 U.S.P.Q. 871, 879 (Fed. Cir. 1983). In the present application, the Examiner merely brushed aside the facts set forth in the Cohen Declaration and committed error by giving such objective evidence no weight.

The Examiner asserts that Applicant has not shown nexus between the inventive features and the product. This is shown in Exhibit 2 to the Cohen Declaration, wherein the flexible, resilient handle is emphasized (Cohen, para. 3). Cohen testifies to success as to (1) rapid sales growth and (2) the product of his invention being Bongo Logic's most important and highest volume product. (Cohen, para. 4). Cohen further testifies to evidence of copying (Cohen, para. 5).

The Examiner committed error in disregarding these factual statements of the inventor. M.P.E.P. §716.01(a).

X. CONCLUSION

For the reasons stated above, the Examiner's rejection under 35 U.S.C. §103 on the basis of the Kralik Patent in view of Isackson and Zadek is factually defective and legally erroneous, and should be reversed.

Respectfully submitted,

James J. Maune
PTO Reg. No. 26,946
Attorney for Application
(212) 408-2566

APPENDIX A

13. An ornament for a key chain or key ring comprising a hollow shell with pellets therein joined to an elongated handle, wherein said handle is fabricated of flexible material permitting resilient bending of said handle, said ornament having the overall shape of a miniature maraca having an overall length corresponding to the approximate width of a person's hand, and said ornament including a bore sized for receiving a key ring or key chain member.

14. An ornament as specified in Claim 13 wherein said bore is formed in the distal end of said handle.

2/3

FILE NO. A32636-072708.0116

PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant : Wayne Cohen
Serial No. : 09/393,473 Examiner : Hsieh, S.
Filed : September 19, 1999 Group Art Unit: 2837
For : MARACA WITH FLEXIBLE HANDLE

DECLARATION UNDER 37 C.F.R. § 1.132

Assistant Commissioner for Patents

Washington, D.C. 20231

Sir:

Wayne Cohen declares under penalty of perjury as follows:

1. I am the inventor of the above-identified patent application. I make this declaration in support of the patentability of the invention claimed therein.
2. I am the chief executive officer of Bongo Logic, Ltd. Attached hereto as Exhibit 1 is a Pocket Percussion catalog showing the products of Bongo Logic, Ltd., including products incorporating the invention of this application.
3. Exhibit 2 is a photocopy of a portion of the Exhibit 1 catalog which illustrates the advantage of flexible handle for a key chain ornament as claimed in the above application.

FILE NO. A32636-072708.0116 3/3

PATENT

4. Since their introduction, the key chain ornaments which incorporate the invention of the above application have rapidly grown in popularity and sales to become the most important and highest volume sales items of Bongo Logic, Ltd.

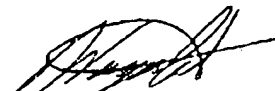
5. The popularity of the key chain ornaments according to the invention has attracted the attention of competitors of Bongo Logic, Ltd., and at least one competitor has copied the structure thereof and attempted to exhibit such copied products at a trade show. Following the complaint of Bongo Logic, Ltd., the copied products were withdrawn from exhibition.

6. I am co-inventor and owner of U.S. Patent 5,808,215. I initially fabricated a key chain ornament following the teachings of this patent, Figure 4. The resulting device was easily broken at the junction of the handle and shell when used as a key chain ornament. The know way to address this problem was to attempt to strengthen the item in this area, but this approach was not practical for other reasons. I solved the problem by providing a flexible handle, which, as shown in Exhibit 2 yielded a durable product.

I declare that all statements made herein on personal knowledge are true, and all statements made on information and belief are believed to be true, and that all such statements are made with the knowledge that willful false statements and the like are punishable by fine or imprisonment or both under Section 1001 of Title 18 of the United States Code, and that such willful false statements may jeopardize the validity of this application and any patent issuing thereon.

9 November 2001

Date



Wayne Cohen

POCKET PERCUSSION



Bongo Logic specializes in the creation of unique percussion items of high quality and excellent value. Our products are well suited for promotional activities promoting alcohol brands to sporting events to souvenirs as well as retail sales for packaged party supplies, youth oriented stores and CD shops.

Many of our items are based on our Patented design allowing us to make products of exceptional quality and good value. Paramount to Bongo Logic's mission, our products should bring happiness to our customers, even smiles and chuckles for their novelty shapes and designs and attention to detail.

Bongo Logic has its roots in the professional musical instrument industry, we know all the "tricks of the trade" to make a great sounding durable product. This catalog expands on our highly successful line with the addition of wooden and ceramic products of distinction.

Lil' Cha Cha®

Pat. 5,808,215, Inter. Pat. Pend.

Lil' Cha Cha® was our first product to cross over into so many markets. We have taken great care to make product that not only looks good but sounds great as well.

©2000 Lil' Cha Cha® with lanyard



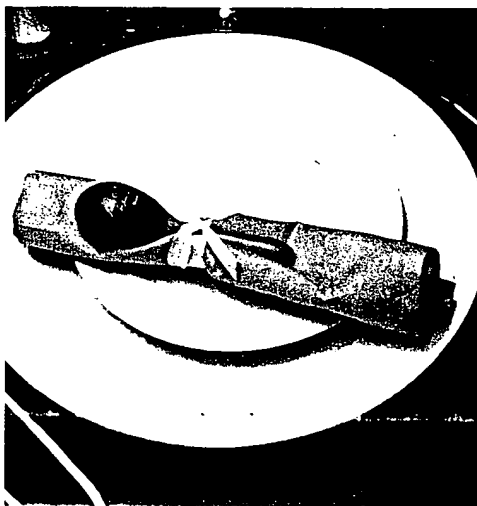
New Year's Parties

Perfect as party favors for New Year's parties with printing commemorating New Year's Eve and the party venue. Sure to be kept, they will promote your brand for years to come.

As a packaged item they make great "party toys" to be sold in the Party Supply section at retail stores.

Wedding Favors

is something a little different to give away at a wedding. Imagine coordinating with the band to play a specific song and the whole party shaking to the beat.



Concerts

Promote your brand such as soft drinks, beers or alcohol along with the musical group. With consumers tiring of typical promotional items such as standard key chains, caps, etc., Lil' Cha Chas® will be kept, selling your brand long after the curtains have gone down. They are also good for unique merchandising opportunities.





customers attention over a short incredibly busy trade show event. We think of trade show promotional items as bags, pens and pins but they only catch attention if you are looking right at them in the midst of the busy show floor madness. Add another dimension.. sound. People will be walking the show floor shaking an Egg Cha Cha® or Lil Cha Cha® without even realizing it creating attention for your company's exhibit. People will say, "What is that, its cool...where did you get it".



Sports



Cheer your favorite team on giving them that extra home team advantage. Horns are banned, whistles too loud, impolitely encroaching on your neighbors "space". How about shaking a Lil Cha Cha®. Loud enough to be heard, private enough to avoid a stadium brawl.

Let us customize our existing designs with team colors and printing the team logo. Or work with us to create a custom shape such as a baseball shape, soccer ball shape or even the shape of the team mascot. Minimum quantities are reasonable and lead times from the start of the project to shipping production is as short as *four months.

* Contact us with your idea for a more specific quote.



Hotels/Resorts

Sell Lil Cha Chas® in the gift shop with custom prints memorializing the holiday makers trip to your tropical resort or cruise. Their uniqueness will be sure to attract attention long after the holiday is over, initiating conversations about the wonderful holiday they had at your resort.

Use them as creative reminders for Travel Incentive Awards, certainly more memorable than a jar of sand or plastic sunglasses. Imagine the salesman who is working for the incentive award seeing the Lil Cha Cha® with your message every day hanging from his car's rearview mirror.



Packaged

Lil Cha Chas® really sound great, don't confuse them with poor attempts by toy manufactures to create percussion novelties.

Sell them in the Party Supply section of a retail store and see new sales where inferior products failed before.

Use our POP display for sales in record/CD stores or souvenir shops.

We welcome customer's OEM designs to address specific target market needs.



BL2002

BL2003



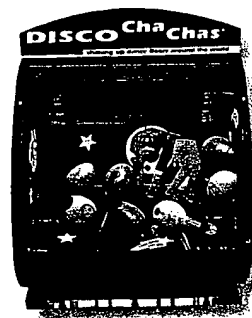
BL2005

BL2006

BL2002 Lil Cha Cha® - 1pr to gift box
BL2003 Lil Cha Cha® - 12 box POP display
BL2005 Lil Cha Cha® - 1pr Header card/poly bag
BL2006 Lil Cha Cha® - 3pr Header card/poly bag

Discos

Something new to play with on the dance floor. Whistles are out and everyone has a glow stick (no place to print a logo). Try Lil Cha Chas® for the next promotion you plan for a disco. Our Day Glow colors react vividly under black lights making your printed logo jump out in the dance floor mayhem. With a long lanyard party revelers won't forget the Lil Cha Cha® behind, it will always be with them around their neck.



We offer this black light store display to create consumer excitement, showcasing the vivia Day Glow colors.

2000

favorite team with
Sports Cha Cha

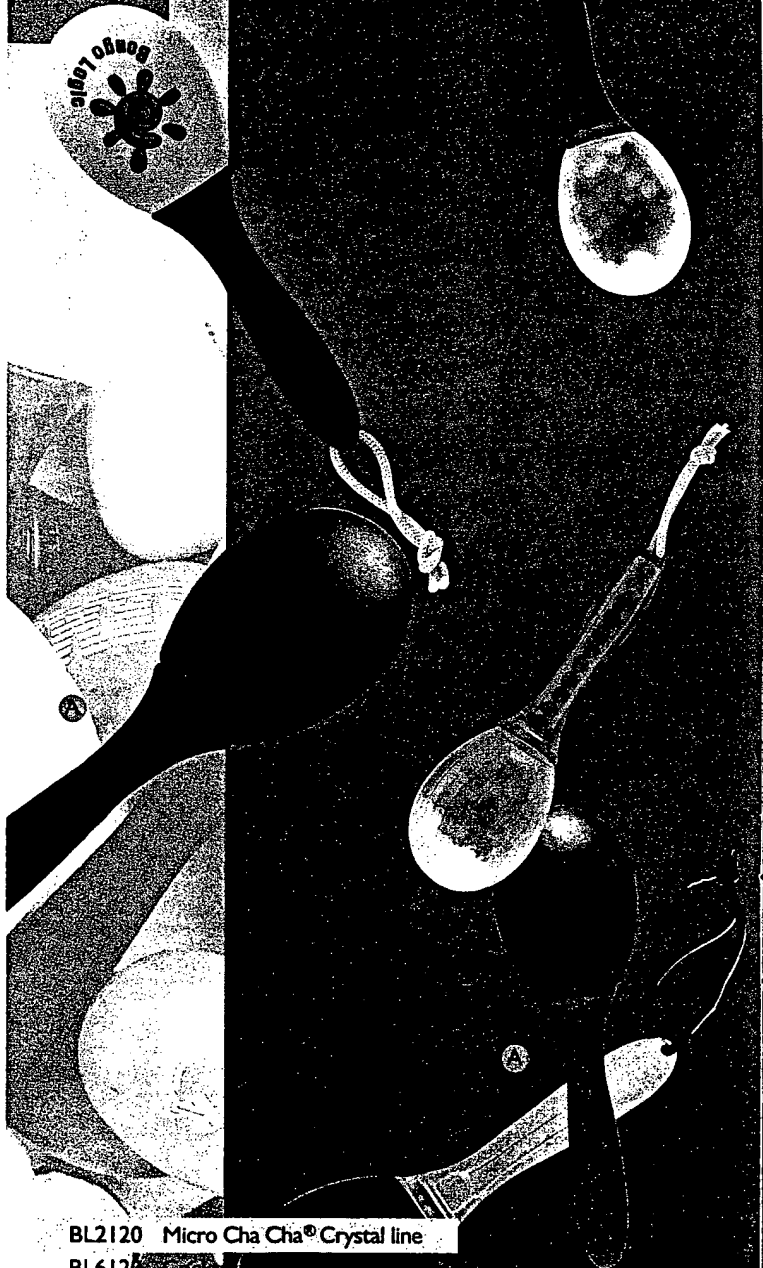
Sports Cha Cha®
in various
tions ; Lil Cha Cha®
Cha® key chain,
Cha®

Sports Cha Cha

- A BL2034 Lil Cha Cha® Basketball w/ lanyard
- B BL2132 Micro Cha Cha® Baseball w/ Key Chain
- C BL6032 Cocktail Cha Cha® Baseball
- D BL1032 Pen Cha Cha® Baseball

Crystal Cha Cha

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BL6120

BL1020 Pen Cha Cha® Crystal line

BL2020

BL3020 Egg Cha Cha® Crystal line

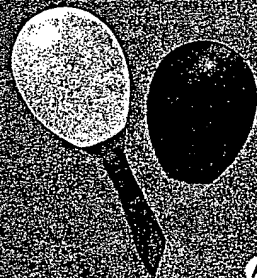
BL5020

BL5520 Lg. Egg Cha Cha® Crystal line

o Cha Cha® Key Chain

Inter. Pat. Pend.

Our exclusive flexible handle makes for a more fun Cha Cha that is also amazingly durable



We stock over 14 fun and exciting colors so you can create your own unique color combination.

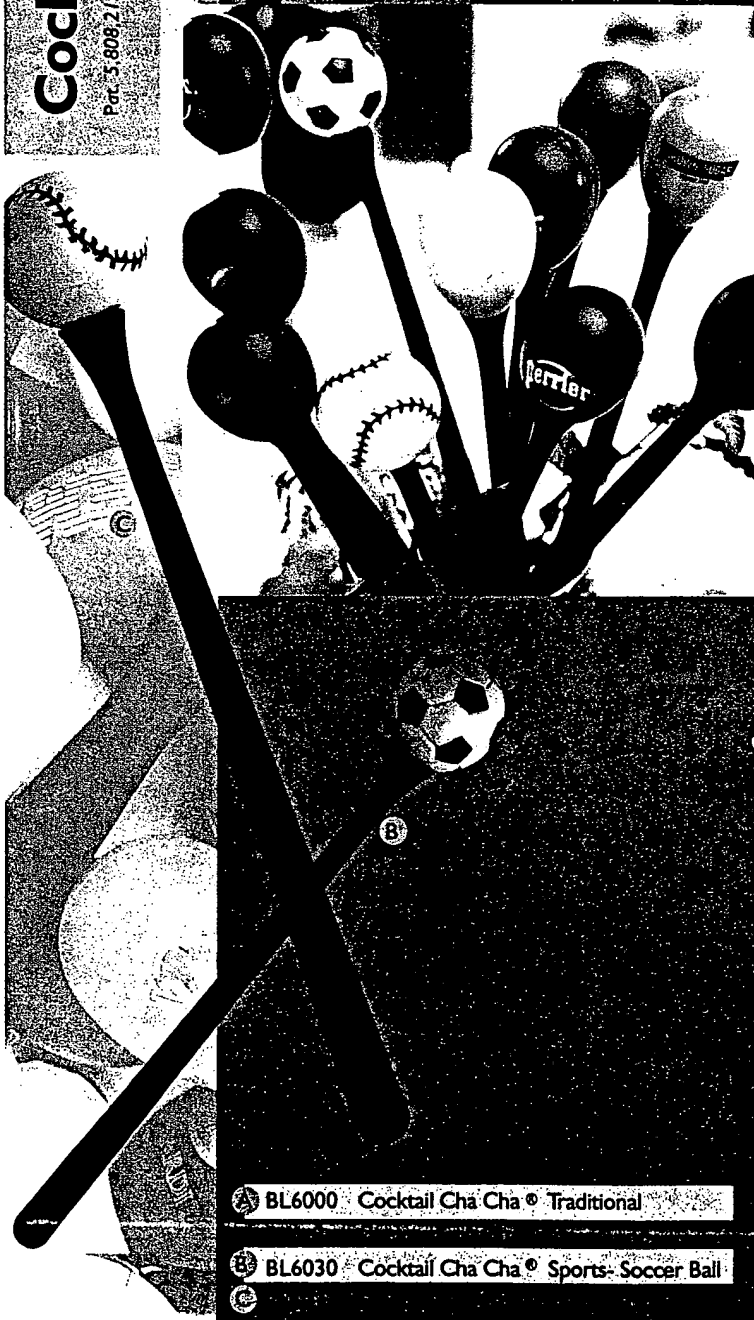
A: BL2110 Micro Cha Cha® with key chain

BL2120 Micro Cha Cha® with key chain Crystal line

B: BL2112 Micro Cha Cha® with Key chain, Packaged

Cocktail Cha Chas® NEW Co

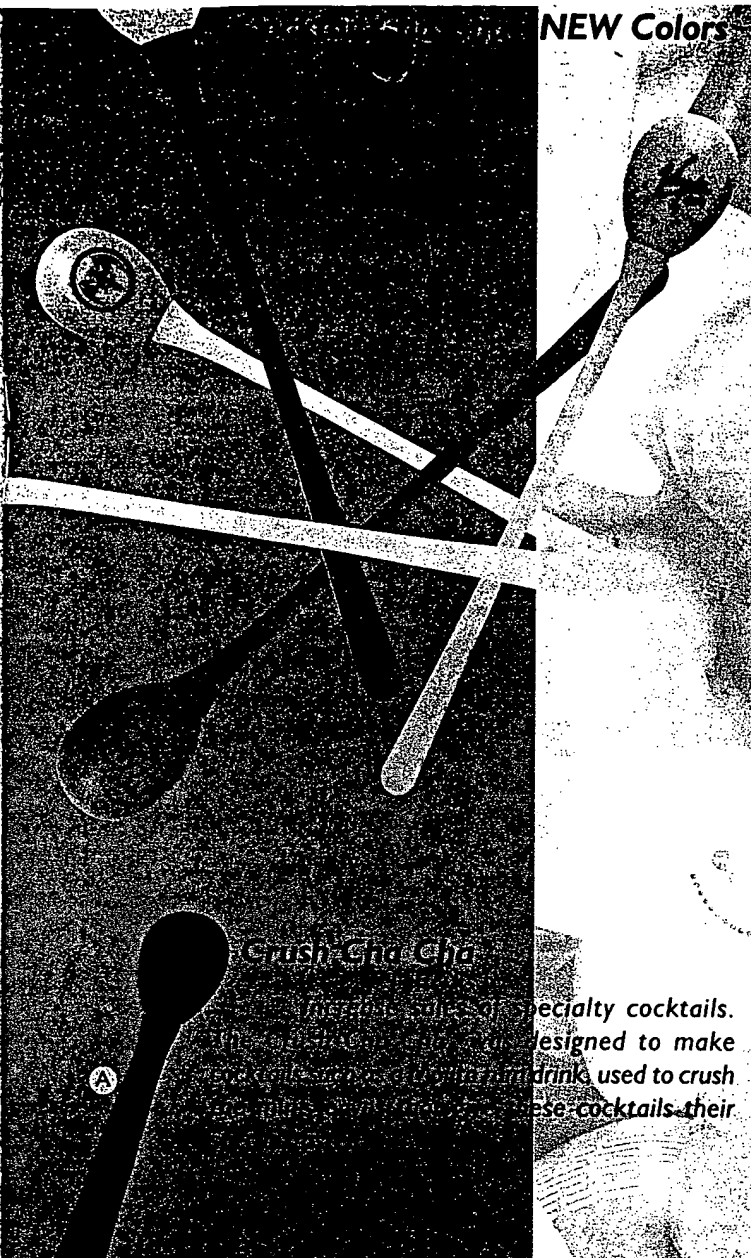
Poz 3 808 215 UK 2 2 087 691 Inter.Poz/Pend



BL6000 Cocktail Cha Cha® Traditional

BL6030 Cocktail Cha Cha® Sports- Soccer Ball

NEW Colors



Crush Cha Cha

Interpat. sales of specialty cocktails.
The Crush Cha Cha is designed to make
cocktails and drinks used to crush
ingredients and mix these cocktails their



Crush Cha Cha®

Pat. 5,808,215 Inter Pat. Pend.

Executive Design

A different look at
Cha Cha®
you'll find
promotional items come in many shapes and sizes.

B

A

Bongo Logic

A BL2000/1 Lil' Cha Cha® w/desk stand

B BL3000/1 Egg Cha Cha® w/desk stand

C BL5500/1 Egg Cha Cha® Lg. w/desk stand

BL3001 Universal Desk Stand (separate)

Cha Cha® Bongo

A perfect souvenir to bring home from a perfect holiday. We can customize the Bongo Cha Cha® by hand-painting the shell or glazing a multi colored decal right into the surface. Let your imagination go free; the possibilities are many for a customized souvenir product. In fact we have the beginnings of a line of Latin oriented souvenir specialties, including Lil Cha Cha®, Micro Cha Cha® and Cocktail Cha Cha®.

As a souvenir you can't beat the Micro Cha Cha®. We can custom print your resort name, hotel logo, cruise line logo, just about anything for a customized look.

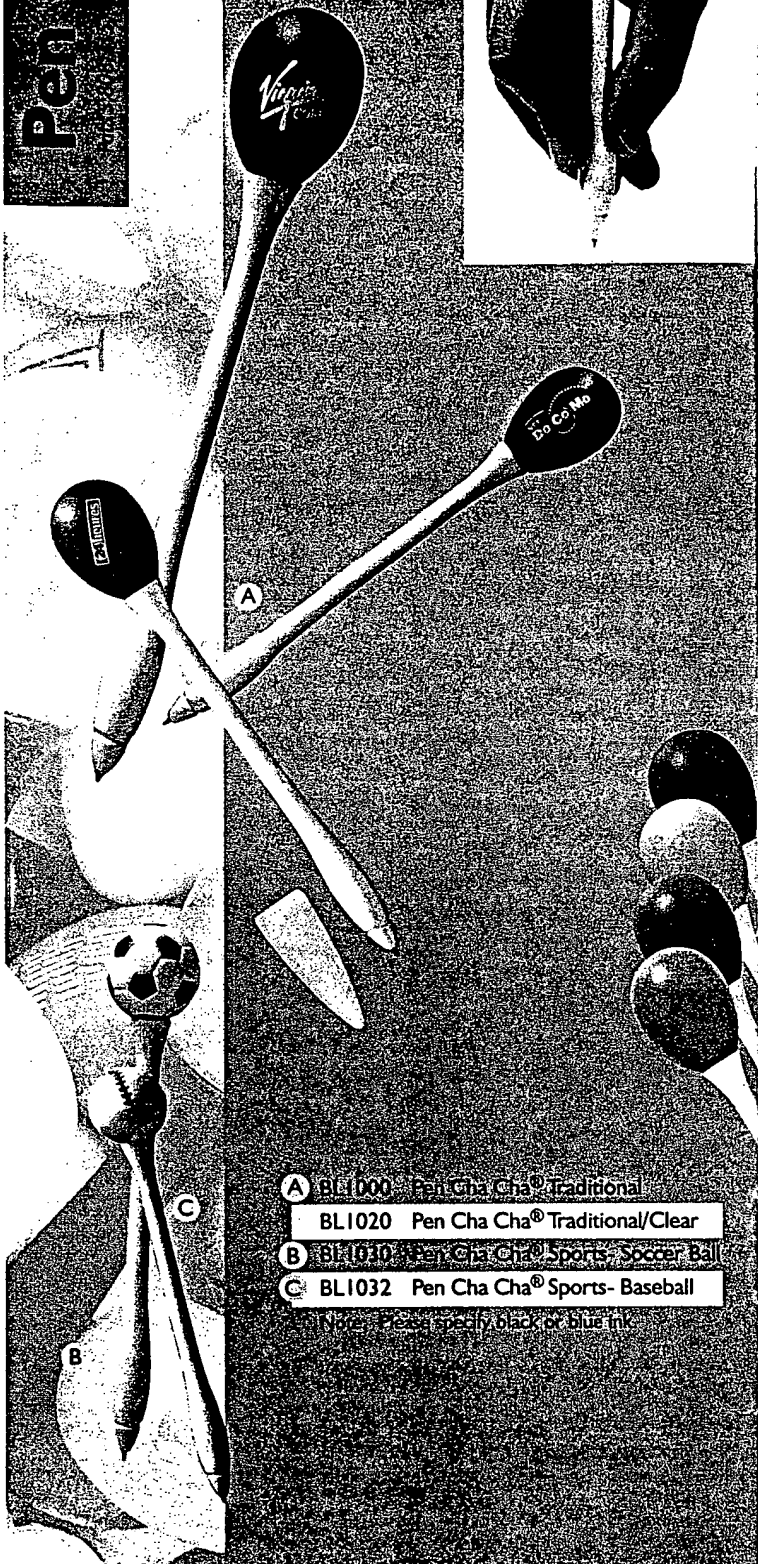
LIL Cha Cha® Souvenir Packaging

Souvenirs Packaged

- A BL2002A Lil Cha Cha - 1 pr to gift box
- B BL2003A Lil Cha Cha - 12 boxes - master in POP display
- C BL2112 Micro Cha Cha with key chain- 1 pc to gift box
- D BL4000 Bongo Cha Cha - Mini
- E BL4100 Bongo Cha Cha - Micro

Pen Cha Cha

Our stylish Pen Cha Cha
already creating excitement
in the market. Available
with any of our Micro sized
designs on top.



- A BL1000 Pen Cha Cha® Traditional
- BL1020 Pen Cha Cha® Traditional/Clear
- B BL1030 Pen Cha Cha® Sports- Soccer Ball
- C BL1032 Pen Cha Cha® Sports- Baseball

Note: Please specify black or blue ink.

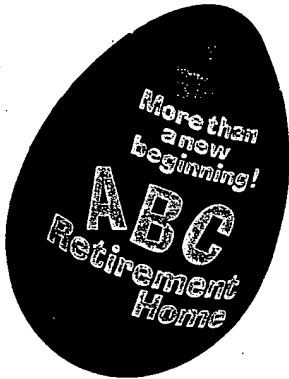
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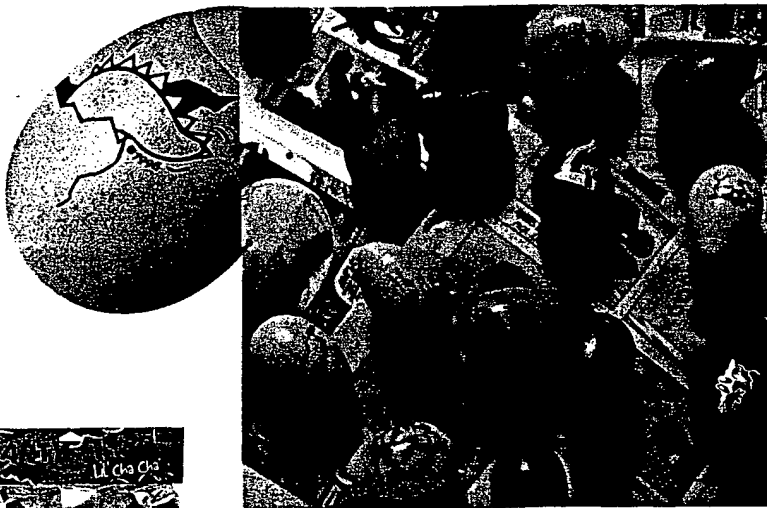
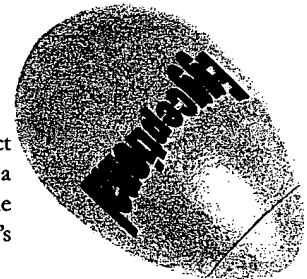
Fashioned after the shape of a real chicken egg, Egg Cha Cha's® novel shape always draws attention for both promotional uses and retail sales. Fun to play and comfortable to hold they are infectious, once you pick them up you won't be able to put them down.

- BL3000 Egg Cha Cha® (60mm long)
- BL3005 Egg Cha Cha®- 3pc Header card/poly bag
- BL3006 Egg Cha Cha®- 9pc Header card/poly bag
- BL3003 Egg Cha Cha®- 24pc, in POP display



Corporate

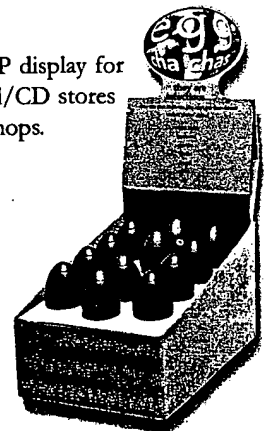
Promote anything from computers to egg producers to life insurance. Perfect as a trade show give away to attract attention to your exhibit. We also have a compact and economical desk stand (not shown), so you will be assured the Egg Cha Cha® you just gave away will be the latest addition to the executive's "desk toy" collection.



Packaged

Sell them in the Party Supply section in a retail store.

Use our POP display for sell in record/CD stores or novelty shops.



BL3003



BL3005



BL3006

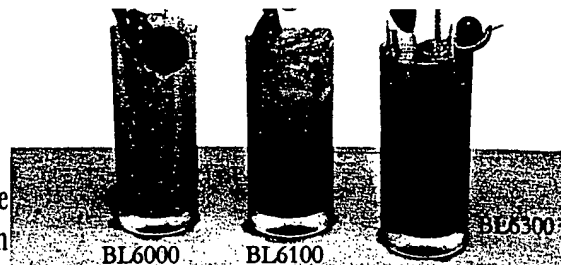
Cartoons

Use any of our original cartoon designs or create your own unique print for a fun product in retail stores.

Cocktail Cha Chas

Pat.5,808,215, Inter. Pat. Pend.

Another original design from Bongo Logic. Cocktail Cha Chas® are cocktail stirrers that are also percussion shakers. Well suited for alcohol beverage promotions as well as sales in the Party Supply section of retail stores.



BL6000 Cocktail Cha Cha®-Traditional design

BL6100 Cocktail Cha Cha®-Dolphin design

BL6300 Cocktail Cha Cha®-Parrot design

Special Drink Promotion

Cocktail Cha Chas® make ideal premiums to promote "fancy" cocktails that sell at higher prices/profits. People that normally drink beer or wine will want that fancy cocktail just to get the premium. Imagine the improved profits and advertising coverage you will get when the customer takes the Cocktail Cha Cha® home.



BL6000

On-Pack Promotion

Use as a premium to boost retail sales by attaching a Cocktail Cha Cha® to the bottle. Its small profile will allow for standard case packaging to continue to be used.



Packaged (Not Shown)

Cocktail Cha Chas® are a natural addition to the Party Supply section of retail stores.

BL6001 Cocktail Cha Cha®-Traditional design,
10 pc Header card/poly bag

BL6101 Cocktail Cha Cha®-Dolphin design,
10pc Header card/poly bag

BL6301 Cocktail Cha Cha®-Parrot design,
10pc Header card/poly bag

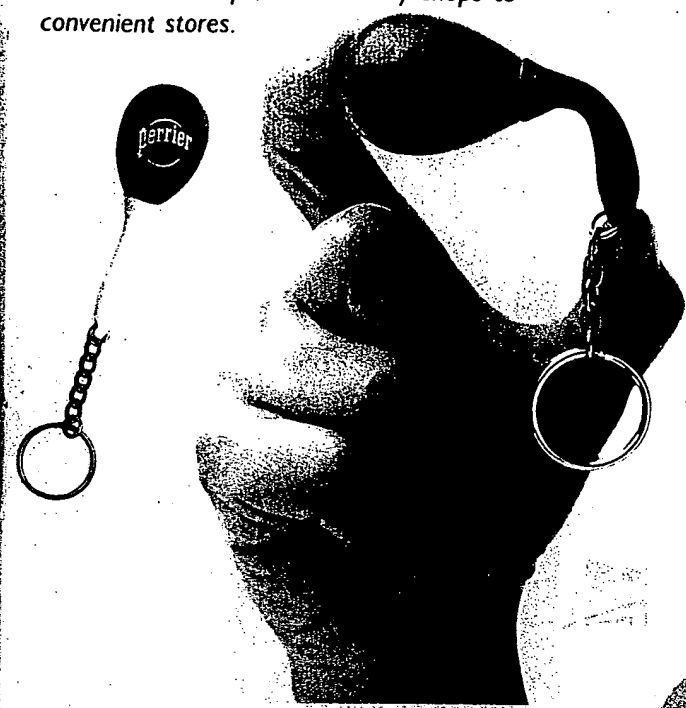
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Printed in Thailand PPAI#201788

Cha Cha Cha Key Chain

U.S. 808,215, Inter Pats. Pend

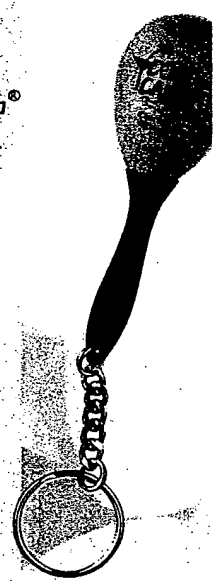
Perfect a... OP impulse purchase item, in CD shops, teen novelty shops to convenient stores.



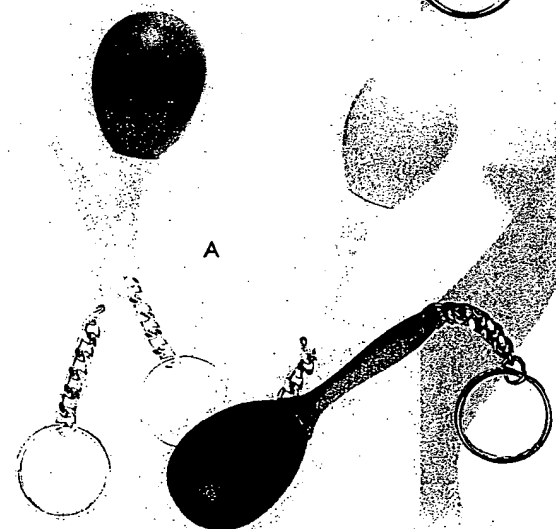
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B



A



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